



FOR IMMEDIATE RELEASE  
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## **City of Milpitas Announces Chance to Win Two Tickets to Super Bowl 50!**

*Twitter and Instagram users who use the hashtag #shopmilpitas50 at Milpitas businesses will be entered to win*

**Milpitas, Calif.** – The Milpitas Chamber of Commerce, in collaboration with the City of Milpitas, announced today a chance to win two tickets to Super Bowl 50 on February 7th, 2016 at Levi's Stadium in Santa Clara, California. The contest aims to encourage residents and visitors to shop local and promote the businesses they love in Milpitas.

“We are excited to welcome all of the visitors who will be coming to celebrate the Golden Anniversary of the Super Bowl with us,” said Edesa Bitbadal, Economic Development Manager for the City of Milpitas.

The contest opens today, January 20<sup>th</sup>, and ends at midnight on January 31st. In order to enter the contest you must follow the below steps:

1. Visit any local business in Milpitas, California;
2. Take a picture of yourself at the business;
3. Tweet or Instagram the picture and include the hashtag #shopmilpitas50;
4. In the tweet or Instagram post, include the full name of the business.

No purchase is necessary to participate in the contest. The City of Milpitas, along with the Milpitas Chamber of Commerce, will determine whether a respective tweet or Instagram post qualifies based on the criteria above. The name and contact information for those who have entered and qualified will be gathered and a name will be drawn at a special ceremony at Milpitas City Hall on February 2<sup>nd</sup> at 5pm (more details on the event to follow). Contest participants must be present at the drawing to win. City of Milpitas public officials, elected or appointed officials, employees, volunteers, and all of their immediate family members are excluded

from participating. Milpitas Chamber of Commerce employees, board members and their immediate family members can also not participate.

“We are proud of the many wonderful businesses that operate in Milpitas and are excited to use this opportunity to give them some well-deserved recognition” said Liz Ainsworth, CEO of the Milpitas Chamber of Commerce. “We look forward to hearing what our residents and the surrounding community have to say.”